ANURAG T

User Research Examples

SECTIONS

1. Semi Structured Interviews
3. Observational Studies
3. Tree Test, Card Sort, First Click
3. Facilitated workshops
3. Usability Testing
3. Analytics

RESEARCH

Semi Structured Interviews

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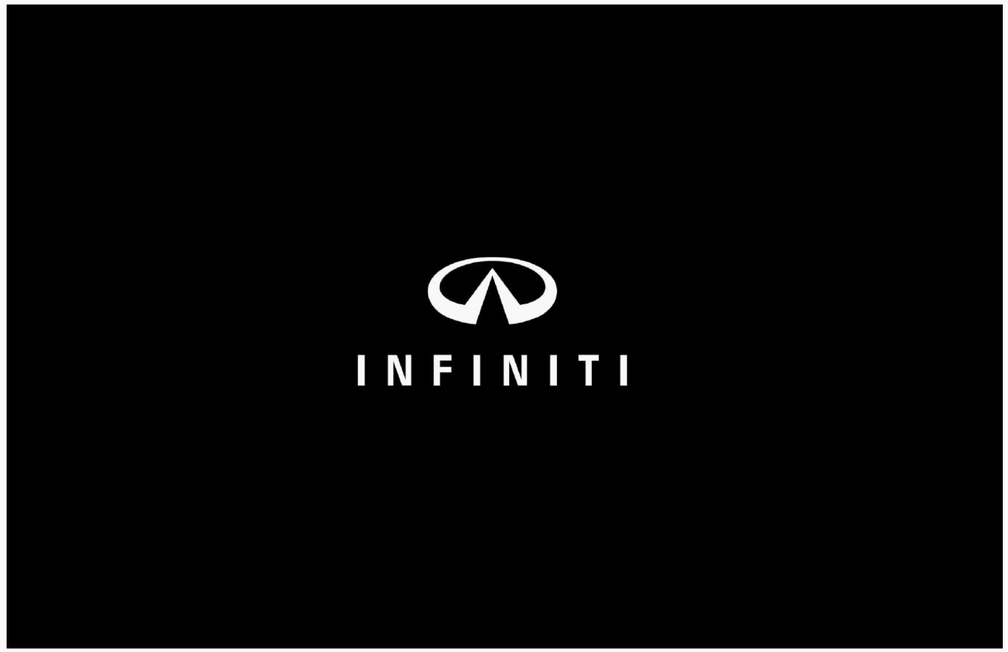
To discover user mental models of user segments in Abu Dhabi and Mexico

METHODOLOGY + CHALLENGES



- Core design tem - London
- Non-design facilitators in Abu Dhabi and Mexico
- Different cultural value systems
- Intent Discussions vs Direction

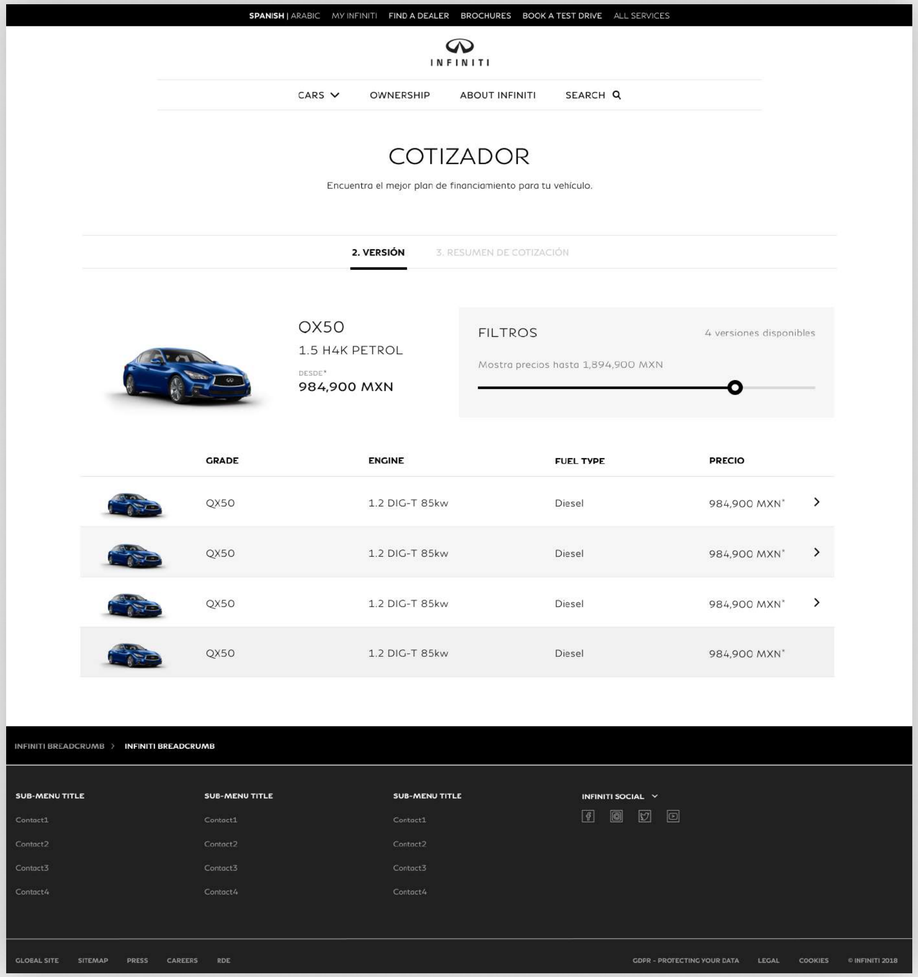
KEY FINDINGS

- Different motivations + journey touch points
- Different outcome expectations
- Key terminology and Action verbs
- Emotional outlook

USER X | MEXICO

“I prefer to receive my quote via email when I click on …”

OUTCOMES



30%

increase in engagement in Mexico

RESEARCH

Observational Studies

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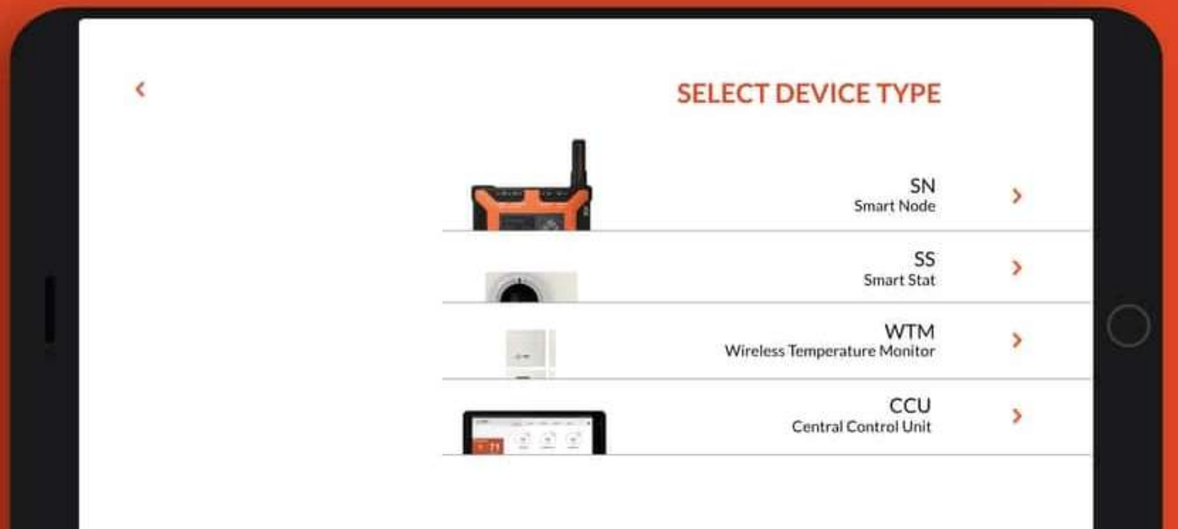
75F + DAIKIN IOT DEVICES | RESERARCH AIM

Understand actions/steps taken by field support teams during IOT system installation

CCU

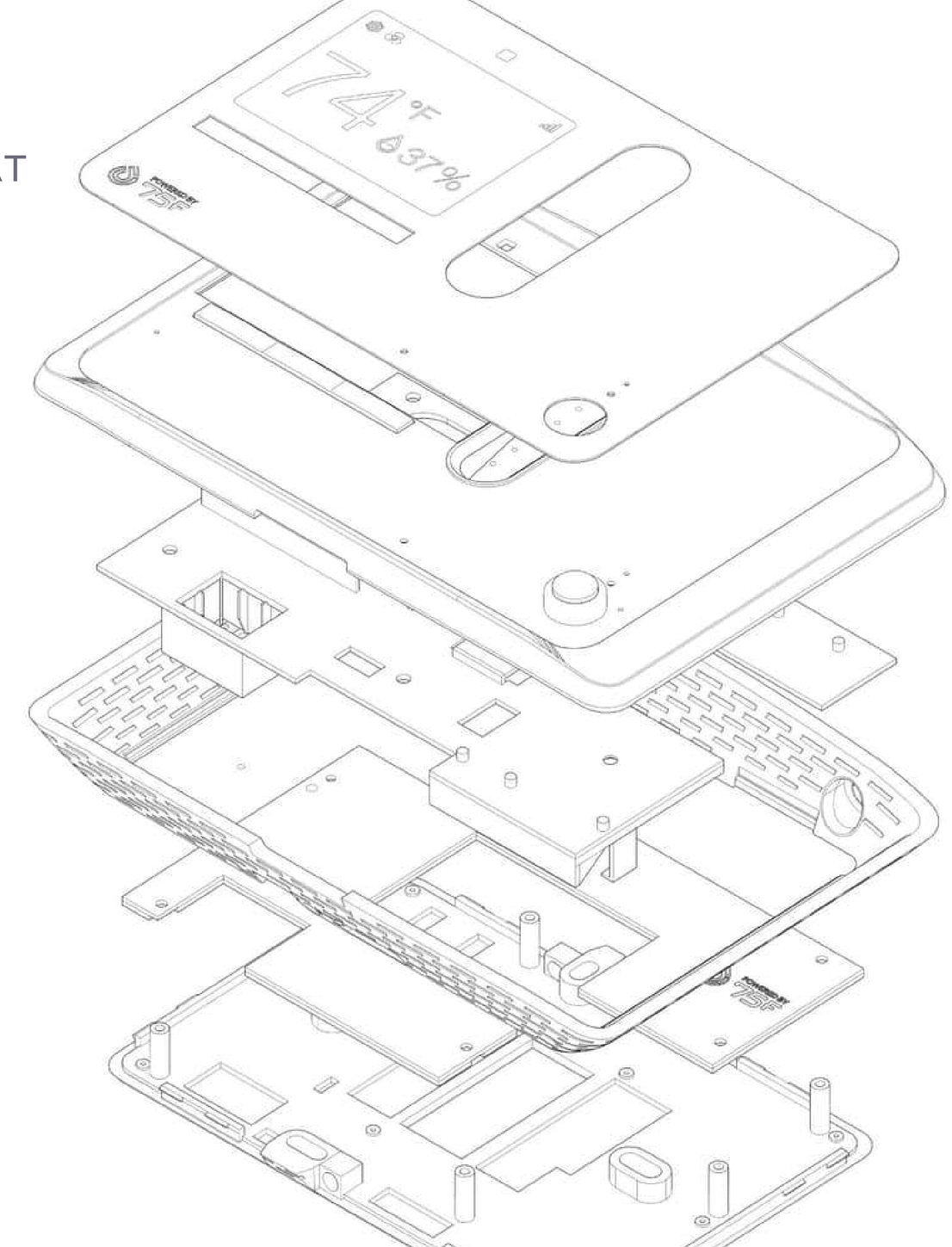
CREATE NEW SITE
*Site Name
A user friendly name. eg Reanatus Tower
*Time Zone
*Street Address
*Country
*Zip
*City
*State
*CCU Name
*Facility Manager Email ID
*Organization
NEXT


SELECT DEVICE TYPE
SN
Smart Node
SS
Smart Stat
WTM
Wireless Temperature Monitor
CCU
Central Control Unit

METHODOLOGY

- Hybrid Observational Studies + interview
- Not contextual enquiry
- Accompanied by specialist
- 30+ observations for CCU, Smartstat

SMART THERMOSTAT



OUTCOMES

2

Physical devices

3

IOT control systems

RESEARCH

Tree test, Card sort, First click test

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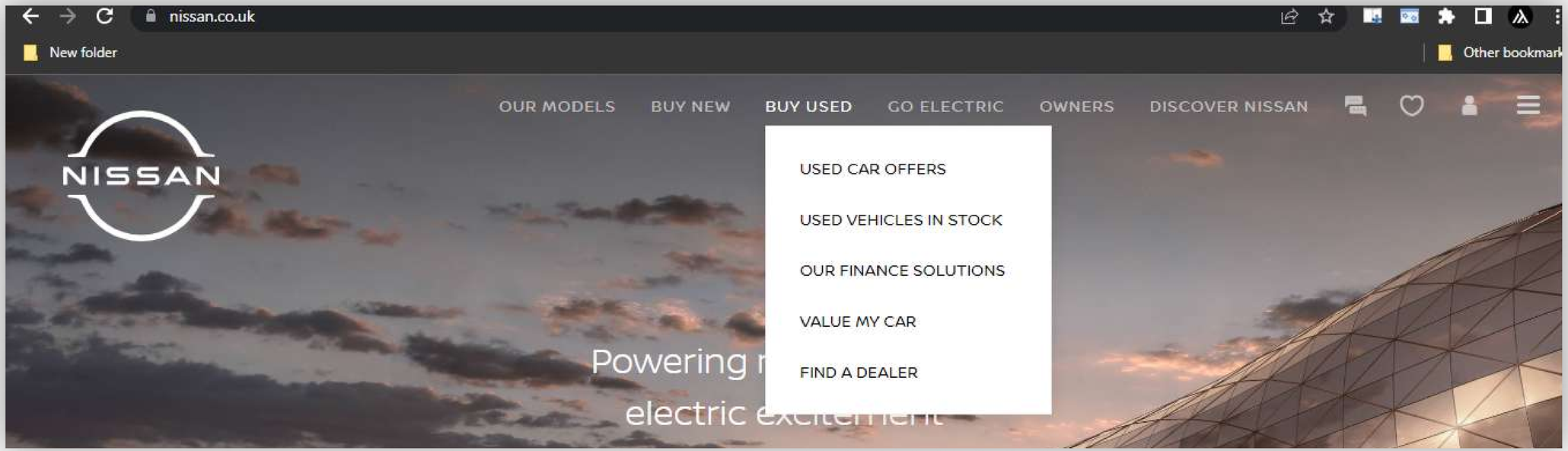
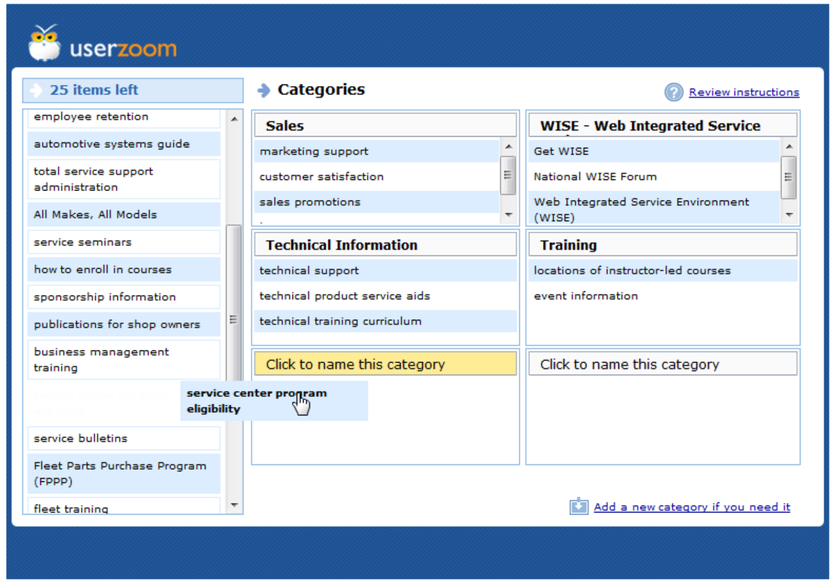
NISSAN GLOBAL NAVIGATION | RESERARCH AIM

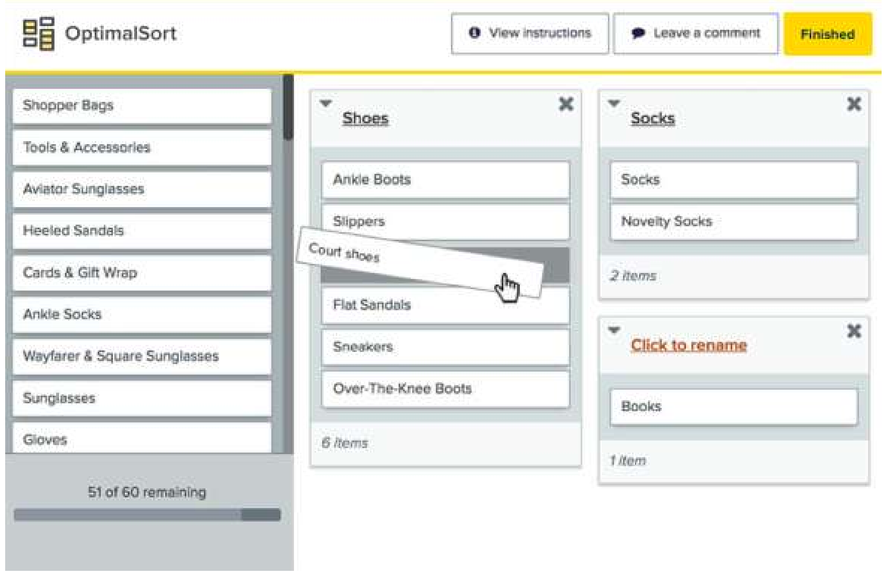
To understand user expectations for the Nissan used cars global navigation IA

CONTEXT


nissan.co.uk
New folder
Other bookmark
OUR MODELS
BUY NEW
BUY USED
GO ELECTRIC
OWNERS
DISCOVER NISSAN
NISSAN
USED CAR OFFERS
USED VEHICLES IN STOCK
OUR FINANCE SOLUTIONS
VALUE MY CAR
FIND A DEALER
Powering
electric

TOOLS





UserZoom

OPTIMAL WORKSHOP

RESEARCH

Facilitated workshops + Focus groups

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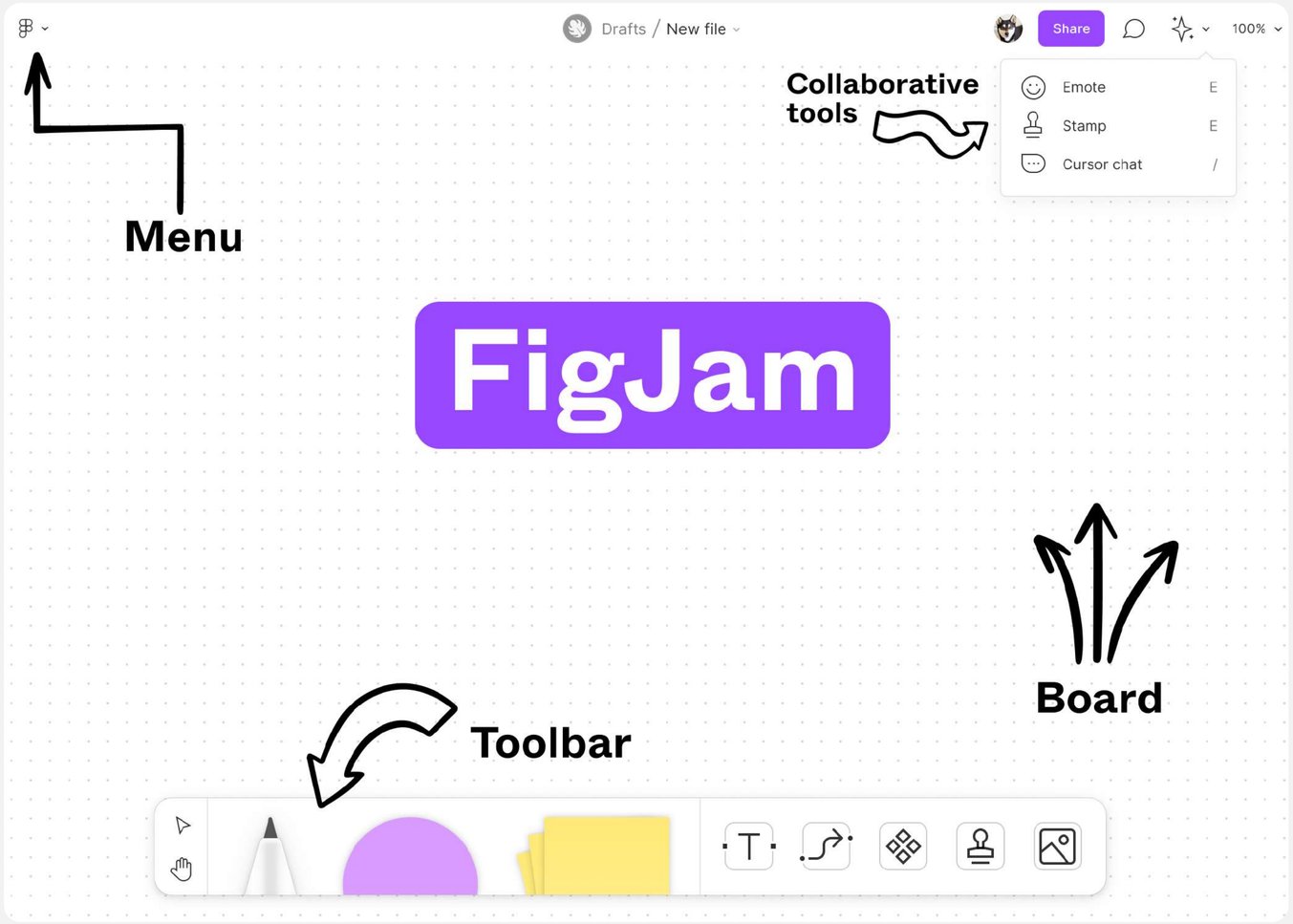
NISSAN CONFIGURATOR | RESERARCH AIM

“How Might We” workshop to align stakeholders

METHODOLOGY

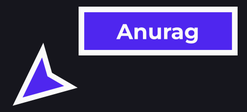
- Post Initial research and Data gathering
- Organized research into affinity maps
- Isolated key themes and findings
- Teams comprising of TAs, BAs, Dev and QA
- Prioritize from Key themes and ideate ‘How might we’

TOOL


Drafts / New file
Share
100%
Collaborative tools
Emote E
Stamp E
Cursor chat /
Menu
FigJam
Board
Toolbar

RESEARCH

Usability testing



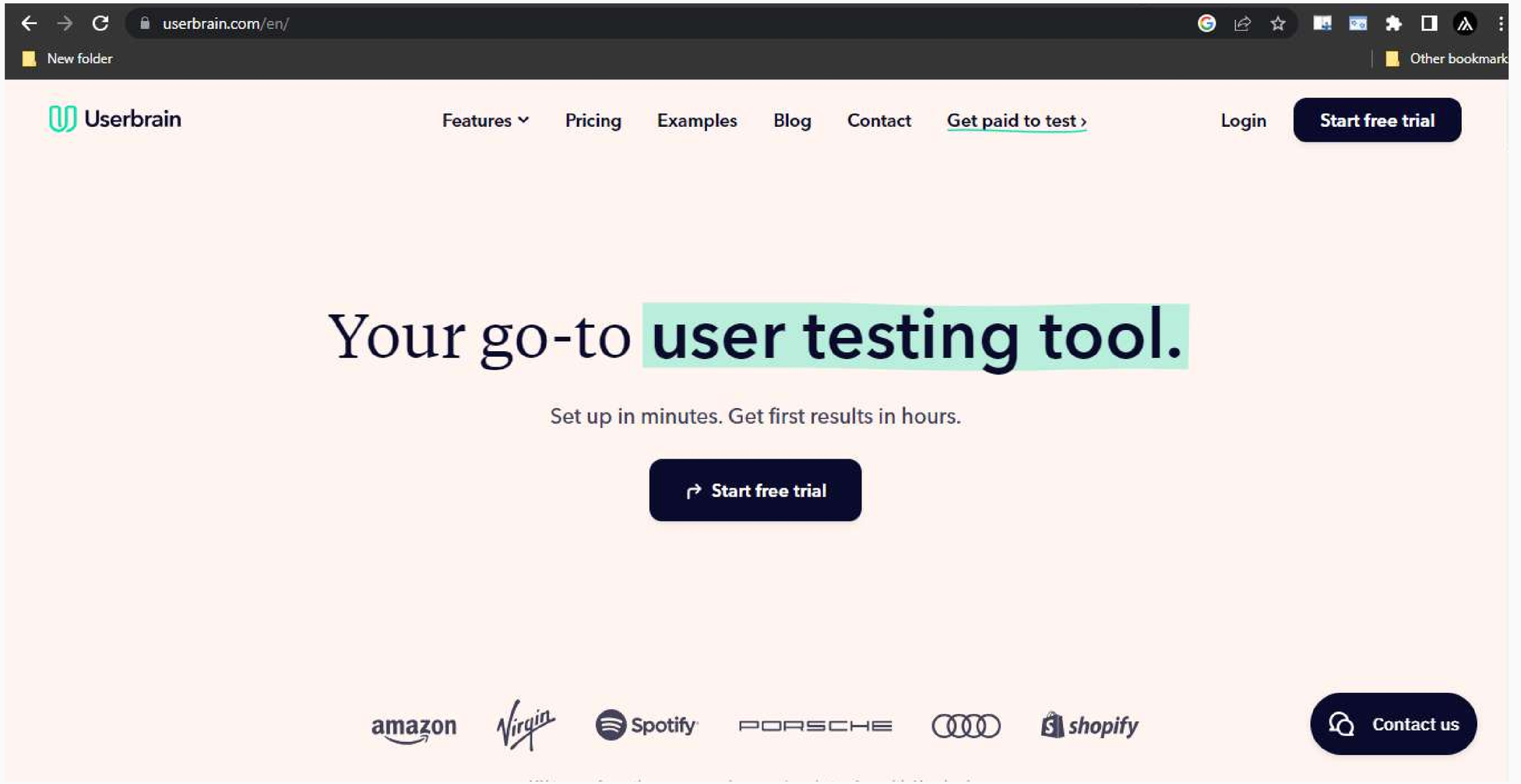
NISSAN CONFIGURATOR | RESERARCH AIM

Early prototype testing to validate research findings

METHODOLOGY

- Remote and unmoderated
- Screens and ‘think aloud’ audio recorded while completing series of tasks
- 8 participants tested

TOOL


userbrain.com/en/
New folder
Other bookmark
Userbrain
Features
Pricing
Examples
Blog
Contact
Get paid to test ›
Login
Start free trial
Your go-to user testing tool.
Set up in minutes. Get first results in hours.
Start free trial
amazon
Virgin
Spotify
PORSCHE
shopify
Contact us

USER X | UK

“Flow of the page is really nice”

USER Y | UK

“Everything is clear but I would like to see the warranties and services”

OUTCOMES

9

Tasks

5

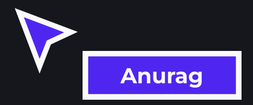
Sections tested

7/8

Task success rate (avg)

RESEARCH

Analytics



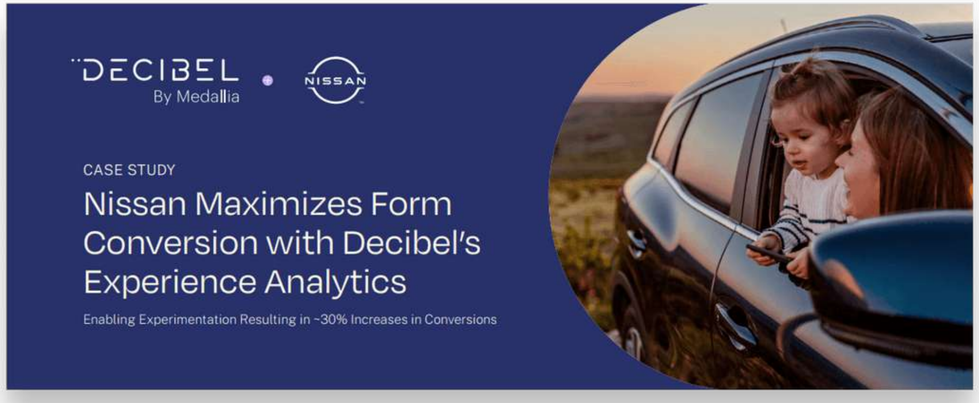
NISSAN PRE SALES | RESERARCH AIM

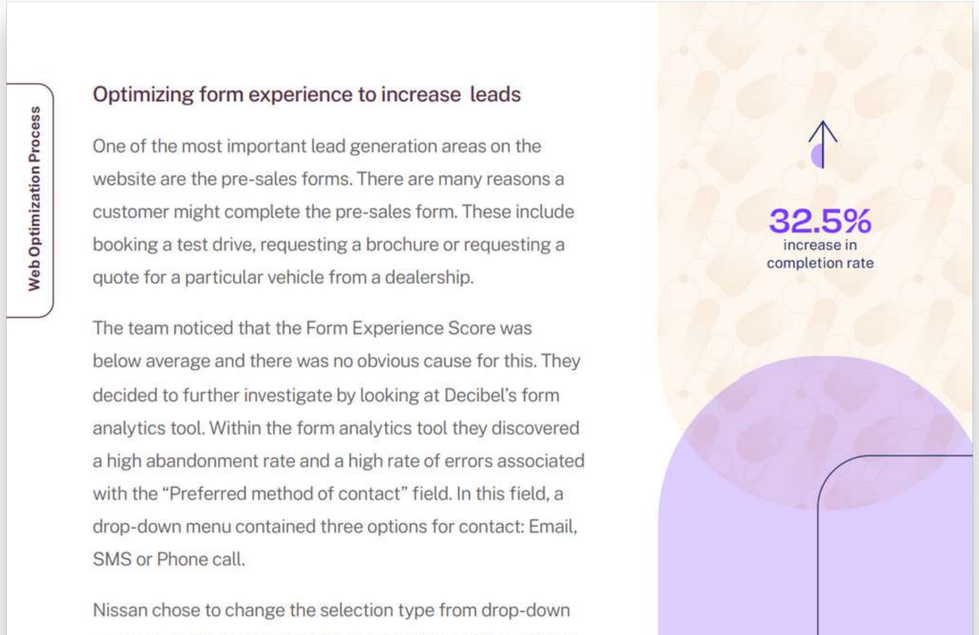
To optimize a primary lead generation form

METHODOLOGY

- Reviewed Heatmaps, scroll maps and form analytics
- Optimized and designed A/B tests with 2 variants

OUTCOMES





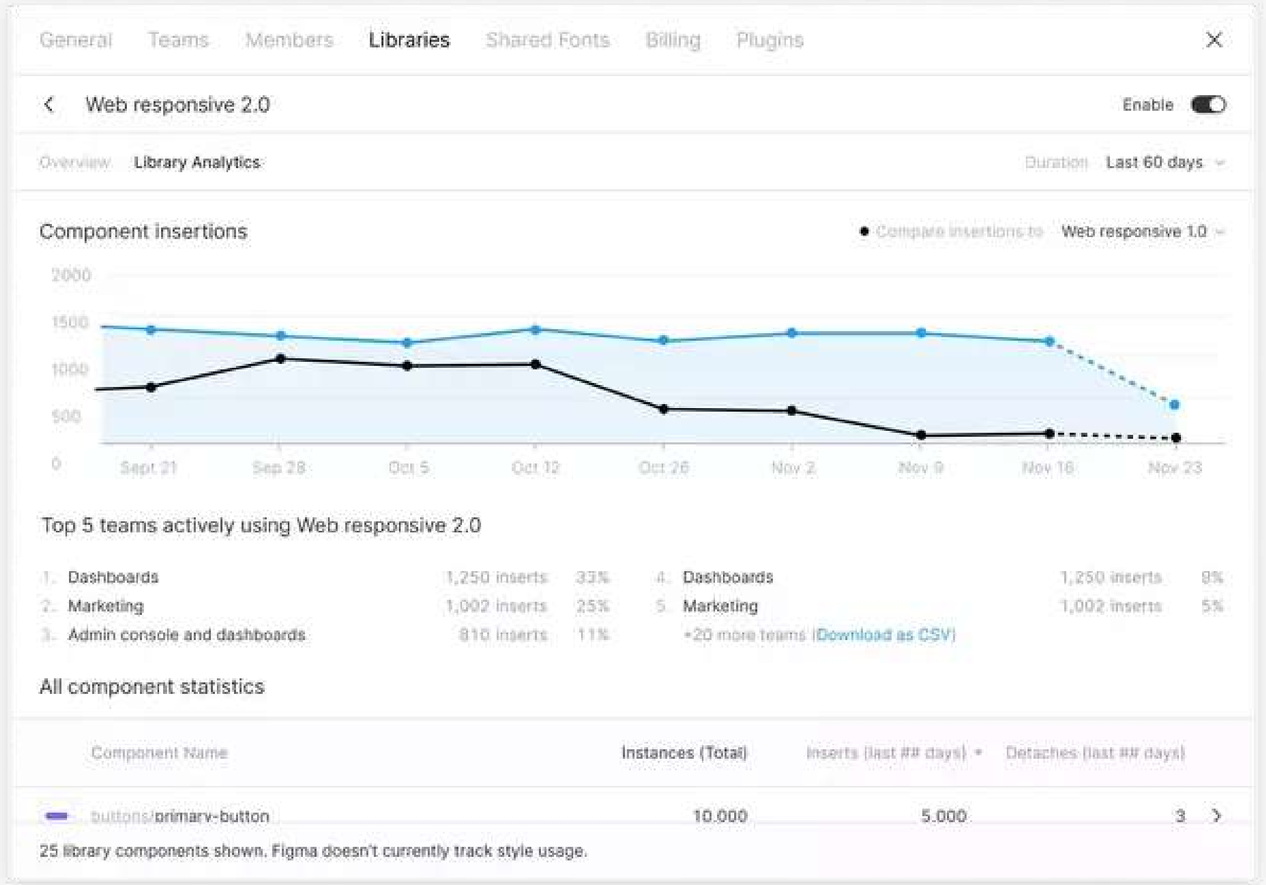
32.5%

increase form conversion rates

Featured in Decibel Insights (Now Medallia Experience) Publication

DESIGN SYSTEM GOVERNANCE | RESERARCH AIM

Figma Design System analytics


General
Teams
Members
Libraries
Shared Fonts
Billing
Plugins
Web responsive 2.0
Enable
Overview
Library Analytics
Duration
Last 60 days
Component insertions
Compare insertions to
Web responsive 1.0
2000
1500
1000
500
0
Sept 21
Sep 28
Oct 5
Oct 12
Oct 26
Nov 2
Nov 9
Nov 16
Nov 23
Top 5 teams actively using Web responsive 2.0
1. Dashboards 1,250 inserts 33%
2. Marketing 1,002 inserts 25%
3. Admin console and dashboards 810 inserts 11%
4. Dashboards 1,250 inserts 8%
5. Marketing 1,002 inserts 5%
+20 more teams (Download as CSV)
All component statistics
Component Name
Instances (Total)
Inserts (last ## days)
Detaches (last ## days)
buttons/primary-button
10,000
5,000
3
25 library components shown. Figma doesn't currently track style usage.

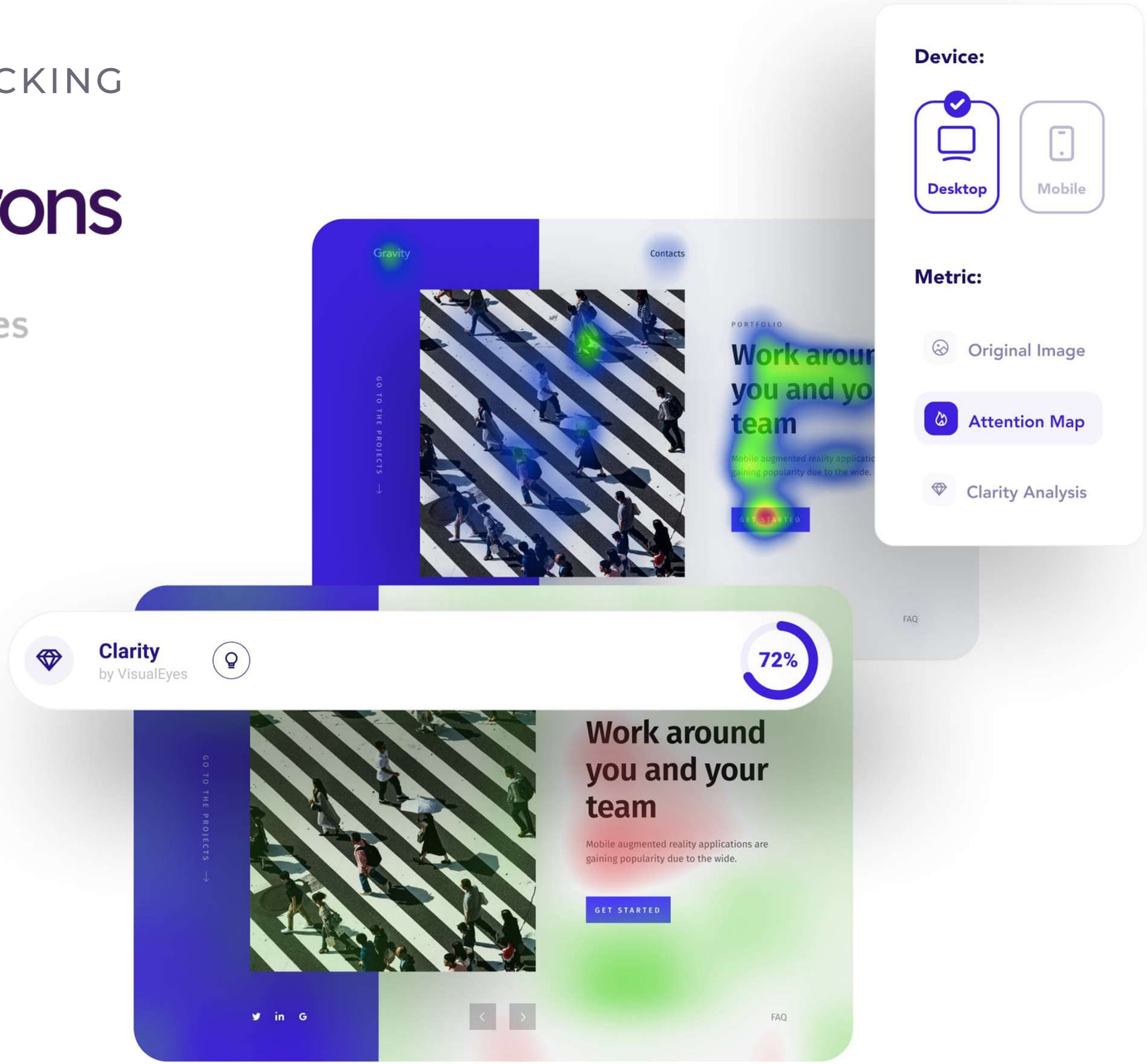
RESEARCH

AI Trends

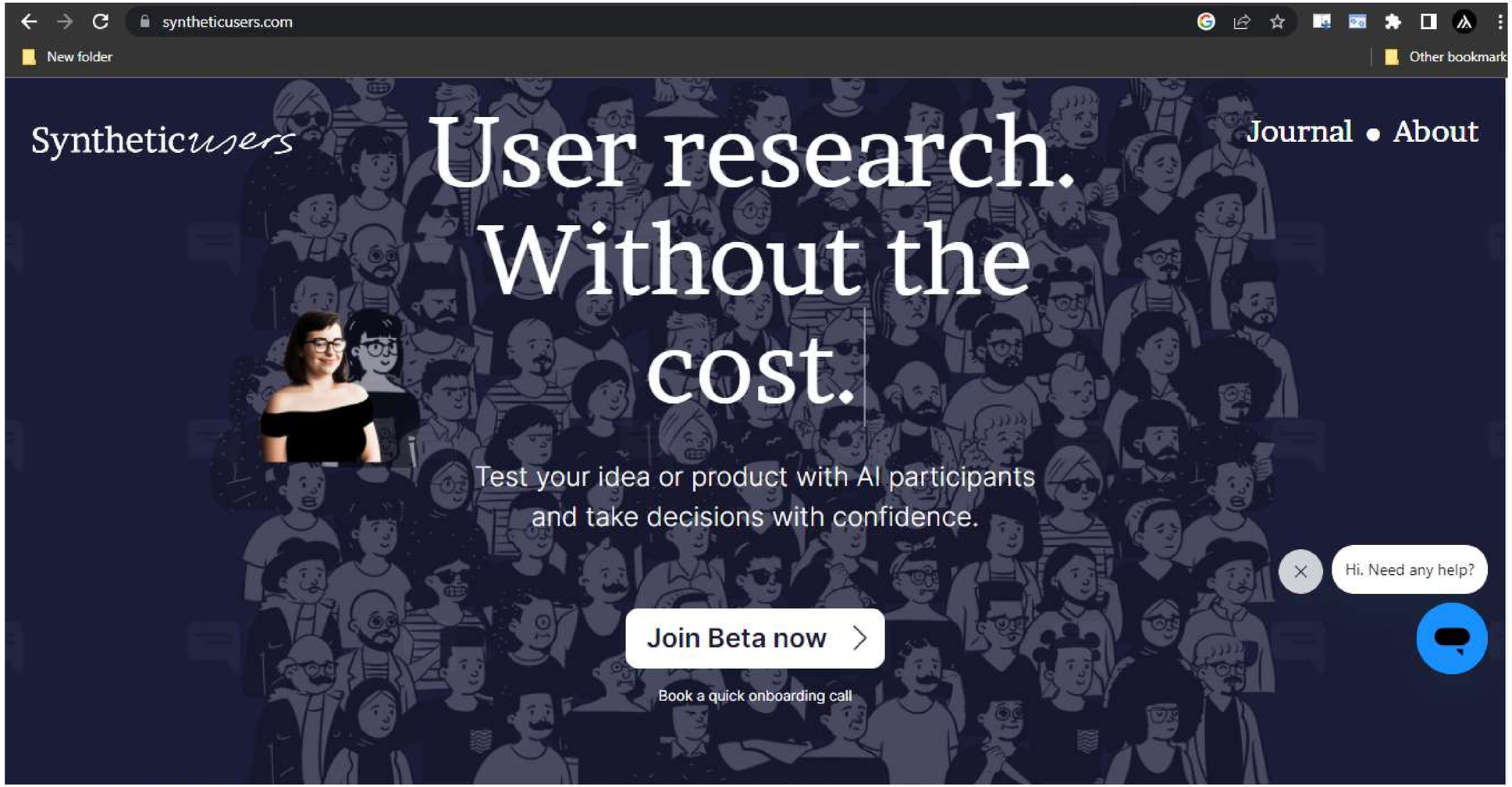
AI EYE TRACKING

neurons

VisualEyes



SYNTHETIC USERS



End